

**ISSUES REPORT**  
**FOX 17 WXMI 4th QUARTER**  
**October 1, 2005 – December 31, 2005**

Listing of issues and some “FOX 17 News at Ten” stories designed to focus on these ideas.

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1. **ARTS & CULTURE:**

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|----|--|-----------------------|
| A. | “Michigan MSU Fandemonium”<br>We watch the U of M, MSU football game along with people here in West Michigan who didn’t get to attend in person.   | 10/01/05<br>1:45 10pm |
| B. | “Griffins Anniversary”<br>Griffins hockey team celebrates 10 <sup>th</sup> year playing in Grand Rapids.   | 10/08/05<br>2:15 10pm |
| C. | “Billboard Defaced”<br>FOX 17 billboard promoting “Sex and the City” program is defaced to read “Sin and the City” after people complained about it being offensive.                         | 11/14/05<br>2:10 10pm |
| D. | “Fieldhouse Debut”<br>First Hope College basketball game played in new DeVos Fieldhouse.   | 11/19/05<br>2:10 10pm |
| E. | “GVSU Pep Rally”<br>Grand Valley State University fans welcome football players back from their winning game for the national championship.  | 12/11/05<br>2:10 10pm |
| F. | “American Girl Controversy”<br>A boycott of American Girl dolls is underway because the company is promoting a fund raiser for an organization that supports freedom of reproductive choice. | 12/16/05<br>3:45 10pm |

2. **CRIME & SAFETY:**

- |    |  |                       |
|----|--|-----------------------|
| A. | “AMW Suspect Killed”<br>Man wanted for attempted murder and profiled on “America’s Most Wanted” is killed in Kalamazoo County after pointing a gun at police.                      | 10/03/05<br>2:05 10pm |
| B. | “Grand Rapids Rape”<br>14-year-old girl attacked, pulled into an alley and raped on her way to school.   | 10/13/05<br>2:00 10pm |
| C. | “Holland Nurse Murder Prelim”<br>We find out more about the motive and means at the suspect’s preliminary hearing for the murder of an elderly nurse in Holland Township.          | 11/04/05<br>2:20 10pm |
| D. | “Kzoo Portage Fire Plan”<br>Portage and Kalamazoo fire departments will work together to respond to fires in both cities in an effort to reduce response times. Police are hunting | 11/22/05<br>2:20 10pm |
| E. | “Assault Sketch Artist”<br>Teen artist draws sketch of suspect wanted in the assault of her aunt based on the aunt’s description. Sketch leads to suspect’s arrest.                | 12/14/05<br>2:10 10pm |
| F. | “Meijer Death Sentencing”<br>Two women sentenced to 28-65 years in prison for a purse snatching that ended up killing the victim.  | 12/30/05<br>2:40 10pm |

3. **DRUGS & ALCOHOL:**

- A. "GR Cocaine Bust" 10/26/05 1:50 10pm  
Year long investigation leads to biggest crack-cocaine bust ever in Grand Rapids.
- B. "Meth Graduate" 10/28/05 2:20 10pm  
New intensive treatment program for jailed meth offenders in Allegan County graduates its first student.
- C. "Paw Paw Pot Bust" 11/04/05 1:15 10pm  
Routine traffic stop for speeding leads to confiscation of 125 pounds of marijuana headed for Detroit.
- D. "Drug Pipeline" 11/17/05 4:00 10pm  
Police say Interstate 94 through lower Michigan is one of the busiest highways for transporting drugs in the Midwest. They've put forth a major effort to cut down on the problem.
- E. "Meth Bust" 12/06/05 2:35 10pm  
12 people arrested in largest methamphetamine sweep ever in Barry County.
- F. "Muskegon Drunk Gym Crash" 12/21/05 2:05 10pm  
Police track down the man who drove through the Muskegon High School gym, causing up to \$20,000 in damage. His blood alcohol level was above the legal limit for driving.

4. **ECONOMY:**

- A. "Gas Sales Tax" 10/02/05 2:35 10pm  
With gas prices spiraling out of control state lawmakers propose a bill to cut down on the amount of sales tax you pay on gas that is priced higher than \$2.30 a gallon.
- B. "Kent County Picketers" 10/08/05 2:0 10pm  
Kent County union workers just the latest group affected by the rising costs of health care, unable to come to a contract agreement.
- C. "State Tax Plan" 10/27/05 2:15 10pm  
Governor and Republican leaders reach agreement on plan to bring more jobs to Michigan and to restructure the small business tax which critics say discourages companies from coming here.
- D. "Kzoo Real Estate Promise" 11/20/05 2:25 10pm  
Kalamazoo housing market is expecting a boom and prices are expected to increase after the school district announced a free college tuition program for students who live in the city.
- E. "Ski Season Booming" 12/18/05 2:25 10pm  
One of the snowiest winters in West Michigan brings an "early Christmas" to the cash registers of area ski resorts.
- F. "Last Minute Shopping" 12/24/05 2:00 10pm  
Shoppers head out in full-force for the last possible day of Christmas shopping—Christmas Eve.

5. **EDUCATION:**

- A. "State of Education" 10/03/05 2:15 10pm  
State education superintendent is in Grand Rapids speaking about the state of education in Michigan and changes he is proposing.
- B. "GRPS School Closing Plan" 10/17/05 2:15 10pm  
First draft of plans to close GRPS schools and shuffle students is released. The struggling district says it will save millions of dollars and that consolidation is necessary due to declining enrollment.
- C. "Kalamazoo Schools Announcement" 11/10/05 2:30 10pm  
Kalamazoo school district announces college scholarships of 65-100% for all students who live in and graduate from the district after at least 4 years of attendance.
- D. "Med School Move Latest" 11/16/05 2:15 10pm  
Those trying to bring a Michigan State University medical school to Grand Rapids gather to report the idea is possible and to give some details on how it will work.
- E. "Higher Grad Standards" 11/20/05 2:10 10pm  
Michigan wants a statewide standard on what classes students should have before they are allowed to graduate from high school.
- F. "GRPS School Closings" 12/19/05 2:35 10pm  
Superintendent's plan to close Grand Rapids public schools to save money and consolidate students is officially presented to the school board and the public.

6. **EMPLOYMENT:**

- A. "Delphi Cuts" 10/07/05 1:40 10pm  
Delphi Corp. asking union workers to take pay cuts of up to 63% to keep the company in business while it restructures in bankruptcy court.
- B. "Siemens Dematic Closing" 10/27/05 2:00 10pm  
300 workers will lose their jobs after company announces it is closing the Eastern Ave. plant.
- C. "Electrolux Last Day" 11/11/05 2:15 10pm  
Another 839 people at Electrolux worked their last day as the company moves closer to total shut-down in the first quarter of 2006.
- D. "Delphi Picketing" 11/29/05 2:15 10pm  
Union workers gather at Delphi in Coopersville to protest company eliminating contracts as part of its bankruptcy reorganization.
- E. "River City Plastics Cuts" 12/06/05 1:20 10pm  
Company is closing two factories putting 160 people out of work two days before Christmas.
- F. "Spartan Buys D & W" 12/19/05 2:00 10pm  
Spartan Foods is buying all D & W grocery stores. Company execs say it's too soon to know how many jobs will be cut, but cuts are inevitable where assignments are duplicated.

7. **ENVIRONMENT:**

- A. "Great Lakes Restoration" 10/09/05 2:05 10pm  
\$20 billion federal plan to clean up the Great Lakes may be scrapped by President Bush due to rising cost of cleaning up the Gulf Region after several hurricanes.
- B. "North Kent Sewer Plant" 10/12/05 2:00 10pm  
5 communities in Kent County vote to build their own sewer system when the contract with the Grand Rapids system expires. Plan still needs approval from state DEQ to build on a wetland.
- C. "Lakeshore Winds" 11/09/05 1:40 10pm  
"Gales of November" draw a crowd to Lake Michigan during high wind advisory.
- D. "Sand Mining Hearing" 11/17/05 2:10 10pm  
A public hearing is held for comment on whether Nugent Sand can expand its mining operations along Lake Michigan.
- E. "Nugent Pipeline Denied" 12/07/05 2:10 10pm  
DEQ denies permit for Nugent Sand to expand mining along Lake Michigan.
- F. "Tanker Hazmat" 12/21/05 2:00 10pm  
Tanker truck carrying 3 kinds of fuel tips over, dumping much of its load along a busy highway. Several homes in the area are evacuated and groundwater contamination is also a concern.

8. **DIVERSITY/ ETHNIC/ MINORITY:**

- A. "Kzoo City Racism" 10/10/05 2:15 10pm  
City of Kalamazoo defends itself against charges of racism. Internal investigation finds problems can be blamed on communication issues, not racism.
- B. "Belding Mascot Protest" 10/14/05 2:00 10pm  
Native Americans picket at the Belding HS football game because the district refuses to give up use of "Redskins" mascot/nickname.
- C. "Black Community Perception" 11/05/05 2:20 10pm  
Conference held at GRCC to help African American men learn how to overcome stereotypes and focus on achieving their dreams.
- D. "GRPD Hindering and Opposing" 11/15/05 2:40 10pm  
City commission officially changes hindering and opposing law after outcry from the minority community that the law was used more often against minorities than whites.
- E. "Yugoslavia DNA Drive" 12/04/05 2:25 10pm  
Local people who came here from Yugoslavia after the civil war in the 1990's are giving DNA samples to help identify remains of dead bodies there.
- F. "New Citizens" 12/16/05 1:55 10pm  
335 people from all over Michigan brave bad weather to come to Holland to be sworn in as new U.S. citizens.

9. **FAMILY:**

- A. "Cousins Football Rivalry" 10/05/05 2:15 10pm  
Two cousins growing up in same home play football for different teams who go head to head this weekend.
- B. "Grandville Player" 10/27/05 3:35 10pm  
Starting football player at Grandville has had to struggle in life due to mother's drug addiction. He is now living with the family of a friend in Grandville so he can continue his education and sports.
- C. "Jonathon's Journey" 11/02/05 3:05 10pm  
Family members helping to raise child who saw his mother and sister murdered when he was 4 years old are holding a benefit to help raise money for the boy's future.
- D. "Richards Adoption" 12/20/05 2:15 10pm  
Parents accused of mistreating their 13 adopted children will be able to get the kids back if they follow a court plan. A jury had recommended the parents lose the children, but the judge came up with this plan instead.
- E. "Soldiers Away for Xmas" 12/25/05 2:15 10pm  
A family celebrates the holiday while one member's husband, son and daughter are in the service overseas.
- F. "Miracle Maia" 12/28/05 2:25 10pm  
Woman has rare surgery to place ovaries behind uterus during cancer radiation treatments so that she can still have a chance at bearing children. Her "miracle daughter" is now 10 months old.

10. **GOVERNMENT RESPONSIBILITIES:**

- A. "Keebler Tax Break" 10/10/05 1:55 10pm  
Keebler will reopen two closed plants in Wyoming, bringing in up to 260 new jobs IF the company gets a tax break from the city (the company would eventually get the tax break as well as one from the state).
- B. "Teenage Drivers Bill" 10/16/05 2:20 10pm  
State lawmakers consider fining drivers age 18 and younger who are caught talking on a cell phone while driving. Plan is controversial because some argue it should be illegal no matter the age of the violator.
- C. "Full Time Legislature" 11/09/05 4:30 10pm  
We examine the need for a full-time legislature in Michigan, considering the state is one of only four states with such a set up.
- D. "Cool Cities Grants" 11/16/05 4:30 10pm  
We take a look at the governor's 2-year-old "cool cities initiative" meant to attract younger workers to Michigan cities to see if/how it's been working.
- E. "Wal-Mart Expansion Plans" 12/29/05 2:15 10pm  
Wal-Mart asks for zoning change in Alpine Township so it can build the area's first "super center." Residents and township leaders have several issues with the plan.

- F. "Wireless Libraries" 12/28/05 2:00 10pm  
Several Kent County libraries now offering wireless internet access, all branches eventually will offer the service.

11. **HEALTH CARE:**

- A. "Children's Hospital Plans" 10/13/05 2:10 10pm  
Spectrum Health announces plans to build a new children's hospital where families will be able to stay in the rooms with their children who are there for extended periods.
- B. "Sports Psychology" 11/06/05 2:10 10pm  
Local doc specializes in helping athletes overcome their mental roadblocks to success.
- C. "West Ottawa Tuberculosis" 11/12/05 2:00 10pm  
Students at West Ottawa HS are on alert after one of their fellow students was diagnosed with TB. Students and staff will be tested for the disease.
- D. "Sick Students" 11/17/05 2:00 10pm  
Lake Center Elementary in Portage had to close for the day because more than a third of the students called in sick with a mysterious stomach virus.
- E. "Food Cell Phone Diet" 12/14/05 2:55 10pm  
Dieters can pay for a monthly service where they take pictures of everything they eat with their cell phone cameras and send it to a dietician who analyzes the choices and makes recommendations on how to eat healthier.
- F. "Bad Bones to Spectrum" 12/16/05 :40 10pm  
Some bones that were illegally obtained and sold to hospitals around the country have ended up at several local hospitals, including Spectrum.

12. **HOUSING/ HUNGER:**

- A. "Holland Apartment Blaze" 10/04/05 1:45 10pm  
8 families lose just about everything they own after fire breaks out in an apartment complex in Holland.
- B. "Golf Course Development" 10/15/05 2:10 10pm  
Byron Hills Golf Course will be developed into a new residential housing project.
- C. "Cool Cribs" 11/14/05 2:15 10pm  
We check out some of the most "tricked out" dorm rooms in the area.
- D. "Holiday Round Up" 11/25/05 2:05 10pm  
FOX 17 partners with several area restaurants to help raise money for area food banks. We examine the need that's out there and explain how the fundraiser works.
- E. "Home Repair Services" 12/25/05 2:00 10pm  
Local organization offers low-cost home repairs to needy families, and also runs a store where qualifying homeowners can shop for low priced repair goods.

- F. "GBW Fraud" 12/28/05 2:40 10pm  
Dozens of homeowners who had their homes built by GBW are finding out there are liens against their properties after construction loans that were supposed to be paid off never were.

13. **SPECIAL PROGRAMMING:**

Our news coverage features a unique "franchise" segment for most nights of the week. Below is an example from each segment:

- A. "Consumer Hard Drive: Retirement Planning" 10/31/05 2:10 10pm  
In our Monday consumer segment we look at what you should be doing to be financially secure in your retirement years.
- B. "Tech Trends: Digital Cameras" 10/18/05 1:40 10pm  
In our Tuesday technology segment we feature the first digital camera with wi-fi technology, created by Kodak.
- C. "Ren Zone: Heating Costs" 11/09/05 3:10 10pm  
In our Wednesday home improvement segment we have tips on how to save money on the rising cost of heating your home this winter.
- D. "On Campus: Laptops" 11/03/05 2:45 10pm  
In our Thursday college life segment we look at the increased use of laptops in the classroom—study tool or distraction?
- E. "GRBJ: LA Auto Parts & Taxi" 11/13/05 2:10 10pm  
In our Sunday business segment we celebrate a local Latino auto parts and taxi cab company's one year anniversary. The company has had success focusing on the needs of the Spanish-speaking population.

14. **YOUTH & ELDERLY:**

- A. "Boot Camp Funding" 10/05/05 2:20 10pm  
Michigan Youth Challenge Academy is a boot-camp style facility for young people who have had run-ins with police. Program directors are trying to figure out how to keep the academy going as-is, after the state voted to cut its funding.
- B. "Girl Hit By Bottle" 10/12/05 2:15 10pm  
Woman from Holland attending school in Chicago is hit in head with a bottle that accidentally fell 13 stories. She and her family credit faith and prayer for what doctors call her miraculous survival and recovery.
- C. "Hillsdale Mayor" 11/09/05 2:30 10pm  
18-year-old high school student defeats 51-year-old incumbent for mayor's seat in Hillsdale.
- D. "Elderly Roof Scam" 12/20/05 1:50 10pm  
Police looking for men who scammed an elderly man out of \$5,000 for roofing work he didn't need and didn't ask for. Surveillance photos show one of the suspects at the victim's bank, where they forced him to withdraw the money.
- E. "Suite Dreams Makeover" 12/21/05 2:30 10pm  
Teen aged girl who was paralyzed when she fell from a tree gets new bedroom of her dreams courtesy of local "make a wish" type charity.

F.	“Bike Give Away”	12/24/05	1:50	10pm
	Local organization forms to give away about 400 bikes for Christmas to all kids in one needy neighborhood of Grand Rapids.			



## COMMUNITY ISSUES /PUBLIC SERVICE ANNOUNCEMENTS

### FOX 17 WXMI 4<sup>th</sup> Quarter

October 1 – December 31, 2005

Listing of some *FOX 17 CareForce Calendar* (community calendar) and Public Service Announcements aired. The *FOX 17 CareForce Calendar* airs Mon.-Fri. at 9:14AM, 9:57AM, 10:55AM, 11:58AM, 2:51AM, 1:34AM, Sat. at 7:21AM, 11:57PM, and Sun. at 12:38AM. The Public Service Announcement list is updated quarterly and the PSAs run in rotation.

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#### 1. ARTS & CULTURE:

A. Calendar :30 Week of 10/3 -10/28  
Be sure to attend the Grand Awards, Sunday, October 9<sup>th</sup> at Circle Theater at the Aquinas Performing Arts Center. All proceeds benefit the Combined Theater Scholarship Fund.

B. Calendar :30 Week of 10/10-10/16  
Bid on one-of-a-kind art pieces from local artists at the VSA Art Auction. Help kids with special needs through the world of art. Call for reservations.

C. Calendar :30 Week of 10/17-10/23  
Tony Award winning actress Bernadette Peters is joining the Kalamazoo Symphony Orchestra to kick off this season's "Pop Series." Call for tickets.

D. Calendar :30 Week of 11/7-11/13  
Charlie Chaplin is back in a special performance by The Grand Rapids Ballet Company. Check out "Flickers" and relive the magic of silent movies.

E. Calendar :30 Week of 11/14-11/20  
Take a trip down the yellow brick road with Civic Theatre's "Wizard of Oz"! Tickets are on sale now for all shows November 17<sup>th</sup> - December 17<sup>th</sup>.

F. Calendar :30 Week of 11/21-11/27  
Enjoy a day of German Art and Culture at the Grand Rapids Art Museum. Over 100 prints and paintings are on display through December 31st.

G. Calendar :30 Week of 12/5-12/11  
Ring in the holidays with "Holiday Cabaret" featuring Broadway Film and Television actor- Danny Gurwin! This song and dance production includes many holiday favorites. Call for tickets.

H. Grand Awards :10/:20 10/1-10/9

A.	MAB/Bully	:30	10/1-12/31
B.	AC/ Wrong Way Domestic Violence	:30	10/1-12/31
C.	AC/Exchange Online Predators	:30/:60	10/1-12/31

A. Calendar :30 Week of 12/26-12/31  
Experience a full day of family friendly entertainment at the “Dr. Martin Luther King Celebration for Peace” on January 14th. This event is free to all Grand Rapids residents and takes place at the Paul I. Phillips Recreation Center.

A.	MAB/Girl Interview	:30	10/1-12/31
B.	AC/ Reach Drink Responsibly	:30	10/1-12/31
C.	MAB/For The Kids	:30	10/1-12/31
D.	AC/2 <sup>nd</sup> Hand Smoke	:30	10/1-12/31
E.	Meth Baby	:30/:60	10/1-12/31
F.	MAB/Talk Alt	:30	11/1-12/31
G.	Project Roadblock “Buzzed Driving”	:30	12/26-12/31

A. Calendar :30 Week of 10/24-10/30  
Love to read? Share your interest with others through the Readers Society of Grand Rapids. Open to anyone over 16, sign up today and get a free gift.

B. Calendar :30 Week of 10/31-11/6  
The Michigan Maritime Museum invites all West Michigan schools to “Name the Classroom” on one of the museum’s ships. Entries are due December 15<sup>th</sup>.

- C. Calendar :30 Week of 11/21-11/27  
The Kent County Health Department is hosting a parenting workshop on December 1<sup>st</sup>. Gain the knowledge and skills needed to talk about difficult issues with your kids. The workshop is free but space is limited, register today.
- D. Calendar :30 Week of 12/26-12/31  
Travel the Nile through time with Van Andel Museum's "Ancient Egypt Exhibit." Starting January 28th, this collection is the largest on display in America.

6. **FAMILY:**

- A. Calendar :30 Week of 10/3-10/15  
It's music, mammals, magic and more with EXTRAVAGANZA 2005! Join the FOX 17 CareForce at John Ball Zoo on October 15<sup>th</sup> and walk away with some cool FOX 17 prizes.
- B. Calendar :30 Week of 10/10-10/16  
Be sure to attend the Annual Harvest Festival Carnival sponsored by Kalamazoo County 4-H Youth Programs. Kids can show off their Halloween costumes, decorate pumpkins, and enjoy old fashioned games!
- C. Calendar :30 Week of 10/17-10/23  
It's music, mammals, magic and more with EXTRAVAGANZA 2005! Head out to John Ball Zoo this weekend and enjoy two afternoons of family fun. Activities are free with paid zoo admission.
- D. Calendar :30 Week of 11/14-11/20  
The 18<sup>th</sup> Annual Festival of Trees for Special Olympics is here! Catch a sneak peak at many of the trees going up for bid at the Amway Grand Plaza. Tickets for the auction gala are also on sale. Call for details.
- E. Calendar :30 Week of 11/28-12/11  
Slide into winter with Penguin Play at the Grand Rapids Children's Museum! Grab the kids and waddle through this penguin paradise now through January 15.
- F. Extravaganza :10/:30 10/3-10/23

7. **HEALTH & FITNESS:**

- A. Calendar :30 Week of 10/3-10/23  
Find out how you can walk for health and have fun! Golden Shoe and the FOX 17 CareForce have started a year-long campaign to get people walking in their Grand Rapids Neighborhoods and visiting local businesses.

- B. Calendar :30 Week of 10/24-11/13  
Burn some of those extra Thanksgiving calories at the Fowl Weather Run!  
Benefiting Big Brothers, Big Sisters of the lakeshore- sign up today for the “5” or “10” K run!
- C. Calendar :30 Week of 10/31-11/6  
Check out 4 local colleges as they compete in the two-day “Hall of Fame Classic” basketball tournament at Van Andel Arena. All proceeds help inner cit youth become involved in sports.
- D. Calendar :30 Week of 10/31-11/6  
Save a life and donate blood this November. The Kalamazoo Red Cross has 33 blood drives scheduled in Kalamazoo, Cass, Allegan, and St. Joseph counties.  
Call for locations.
- E. Calendar :30 Week of 11/7-11/13  
Join the March of Dimes in honoring “Prematurity Awareness Day” on November 15<sup>th</sup>. A special tree lighting ceremony will take place symbolizing the fight against premature birth. Call for reservations.
- F. Calendar :30 Week of 12/5-12/11  
Join others in the fight against mental illness with the 1st Annual Jingle Bell walk through downtown Holland. All funds support “The Ladder”- a housing program for the mentally ill. The first 150 walkers will receive jingle bells and a mug.
- G. Calendar :30 Week of 12/12-12/18  
Check out the 3rd annual Guns and Houses Charity Hockey Game on December 17th, featuring Muskegon’s own police, fire and EMS workers. Suggested donation is five dollars and all funds benefit children battling Lymphoma.
- H. Calendar :30 Week of 12/12-12/25  
Enjoy the winter weather at Pierce Cedar Creek Institute in Hastings. Check out over 5 miles of trails for hiking, snowshoeing, or cross country skiing. Call for hours and rental fees.
- I. AC/Born Learning :30 10/1-12/31  
Child Development
- J. MAB/Sex Can Wait :30 10/1-12/31
- K. Golden Shoe :30 10/1-10/11
- L. MAB/Rooftops :30 12/1-12/31

8. **HOUSING/ HUNGER:**

A. Calendar :30 Week of 10/24-10/30

The Grand Rapids Area Housing Continuum of Care is looking for community input on a 10-year plan to end homelessness. Share your thoughts and make a difference. Call for meeting times.

B. Calendar :30 Week of 11/21-12/24

Fight hunger in West Michigan by participating in Holiday Round-Up. Starting November 26<sup>th</sup> go to participating Burger King, Chili's, or Papa Vino's Restaurants and round up your bill. Your donation will provide food for up to forty needy people in West Michigan.

C. Calendar :30 Week of 11/14-11/20

Make this Thanksgiving one to remember for needy families in Grand Rapids. The Grand Rapids Jaycees are collecting non-perishable food items during the Holiday Parade on November 19<sup>th</sup>. Look for the two drop off points along the parade route.

D. Calendar :30 Week of 11/28-12/4

Show your support for families struggling with large medical bills due to serious illness. Join the Sammi Rae of Hope for a bowling tournament at the Westgate Lanes on December 4. All proceeds help families in need.

E. Calendar :30 Week of 12/12-12/31

Support God's Kitchen this winter with the 8th Annual "Soup's on For All" fundraiser. Join other donors for a fun filled night of live music, auctions, and delicious gourmet soups and bread. Tickets are on sale now.

F. Holiday Round-UP :30, :20, :10, :05 11/19-12/24

G. Homeless Awareness Week :30 11/14-11/19

H. Housing Discrimination :60, :30 12/7-12/31

I. Holland Rescue Mission :30 12/16-12/31

J. The Heat and Warmth Fund :30 12/22-12/31

9. **OTHER:**

A. Calendar :30 Week of 10/31-11/13  
Single and ready to mingle? Sign up for the 9<sup>th</sup> annual Bid for Bachelors and Bachelorettes! All proceeds benefit Friends and Families of Cystic Fibrosis.

B. Calendar :30 Week of 12/19-12/31  
Ring in the New Year with the Grand Rapids Symphony at DeVos Performance Hall. All proceeds from the evening benefit various Rotary Charities.

C. Calendar :30 Week of 12/26-12/31  
Interested in adopting? Attend the "Great Wall China Adoption" informational meeting on January 23rd. Attendees will receive a coupon for \$25 off the application fee.

D. MAB/Pick Me :30 10/1-12/31

E. March of Dimes RIDE :20, :10 10/1-10/2

F. AC/ Truck Stop :30 10/1-12/31  
Right Choices/ Moral Life

10. **VOLUNTEER:**

A. Calendar :30 Week of 10/24-10/30  
The Equest Center for Therapeutic Riding in Rockford is looking for volunteers. Attend this orientation and make a difference in the lives of others.

B. Calendar :30 Week of 11/7-11/13  
Ready for a new fall project? Share your smiles and skills as a hospital volunteer! Call Metro Health Hospital to apply.

C. Calendar :30 Week of 11/21-12/4  
Looking for a way to make an impact on a young girl's life? Volunteer with the Girl Scouts of Michigan Trails! Many positions are available.

D. Calendar :30 Week of 11/21-12/4  
Love to ski? Become a volunteer with the Cannonsburg Challenged Ski Association. Help those with disabilities learn to ski and then hit the slopes for free! Must be of intermediate ability.

## **FOX 17 ON-AIR TALENT APPEARANCES**

### **4<sup>th</sup> Quarter 2005**

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FOX 17 makes an attempt to be involved in community events by having “FOX 17 News at Ten” on-air talent involved. The following lists some of the appearances made by news talent during the fourth quarter of 2005.

<b>DATE</b>	<b>TALENT</b>	<b>EVENT</b>
Oct. 1	Michele DeSelms	Easter Seals Walk With Me
Oct. 6	Carl Apple	GVSU Interviewing Lecture
Oct. 9	Christian Frank	Grand Awards
Oct. 12	Peter Chan	GVSU Hurricane Presentation
Oct. 12	Rachel Calderon	Hudsonville Media Class Lecture
Oct. 28	Rachel Calderon	Very Special Art Auction
Nov. 5	Rachel Calderon & Theresa Rashid	Kalamazoo Holiday Parade
Nov. 19	Michele DeSelms, Christian Frank & Tim Doty	Jaycees Christmas Parade
Dec. 1	Michele DeSelms, Peter Chan, Brent Ashcroft, Christian Frank	Meijer Gardens Holiday Gala

**FOX 17 Special Projects**  
4<sup>th</sup> Quarter 2005



## **McDonald's High School Scholar Athlete of the Week**

FOX 17 continues its community service project commitment with McDonald's Restaurants. McDonald's High School Scholar Athlete of the Week recognizes high school student athletes who excel in the classroom, on the playing field, and in their communities throughout West Michigan. A :30 spot airs in rotation throughout the day encouraging viewers to visit [wxmi.com](http://wxmi.com) to nominate an athlete.

Each Sunday night an athlete is profiled during the weekly broadcast of the "FOX 17 Sports Ticket", and on FOX 17's web site. Scholar athletes receive a framed McDonald's Scholar Athlete of the Week certificate as well as \$10 worth of McDonald's gift certificates.

<b>On Air Schedule</b>	October 3 –December 25, 2005 (:30 second spot)
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<b>Total # of spots:</b>	179
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## **FOX 17 Student News**

FOX 17 partnered with West Michigan area high schools, colleges, and universities to create and air "FOX 17 Student News". Participating schools plan, write, produce, and tape a 28 minute public affairs program. The topics are chosen by students and deal with issues that many young people face today. The goals of this project are to provide interesting and unique programming to our community and to encourage and develop the broadcasting and media professionals of tomorrow. FOX 17 committed to airing a segment of FOX 17 Student News each week throughout the year. In June FOX 17 awarded \$3,000 in scholarship money to 5 high school seniors and/or college students. A :20 PSA ran promoting the upcoming Sunday's segment. Repeats of the shows ran throughout 4<sup>th</sup> quarter.

### **On Air Schedule**

October 2- December 18, 2005 (:20 PSA)  
(6a-11p Mon-Fri) (ROS weekends)

### **Total # of spots:**

9

## **Golden Shoe Campaign**

FOX 17 helped to kick off Golden Shoe, a year long campaign to get people walking in their neighborhoods and visiting local businesses while getting the health benefits from walking. FOX 17 ran public service announcements encouraging viewers to participate in this family friendly, healthy activity.

### **On Air Schedule**

October 1-11  
:30  
Total # of spots: 59

### **FOX 17 CareForce Calendar**

Inclusion in the CareForce Calendar for 2 weeks

## **Easter Seals Walk With Me**

The FOX 17 CareForce and the Easter Seals laced up their walking shoes for a good cause! The Easter Seals Walk With Me was held on Saturday, October 1st. The Walk took place at Fifth Third Ball Park. FOX 17 also aired spots encouraging viewers to participate in the event. FOX 17 News at Ten anchor Michele DeSelms emceed and led the Walk! In the end, over \$90,000 was raised.

All proceeds benefited Easter Seals.

### **On Air Schedule**

Ended in 3<sup>rd</sup> Quarter

### **FOX 17 CareForce Calendar**

Inclusion in the CareForce Calendar for 3 weeks

## **Grand Awards**

“The Grand Awards” is an event to honor excellence in Grand Rapids Community Theatre and to benefit the Combined Theatre Scholarship Fund. The annual awards presentation was Sunday, October 9, 2005. FOX 17, as a Grand Awards partner, is the sole sponsor of the Grand Awards Scholarship, which is awarded each year to a college student who plans to pursue a career in the theatre arts. FOX 17 also aired PSA’s encouraging viewers to attend the event.

### **On Air Schedule**

October 1-9  
:20, :10 approx. 7x/day  
Total # of spots: 70

### **FOX 17 CareForce Calendar**

Inclusion in the CareForce Calendar for 2 weeks

## **Holiday Round-Up**

This marks the third year that the FOX 17 Charities Fund, a fund of the McCormick Tribune Foundation (MTF) partnered with Burger King Restaurants for the Holiday Round-Up campaign. The FOX 17 Charities Fund is a fund of the Robert R. McCormick Tribune Foundation, which adds significant dollars to those raised at pre-approved events. The FOX 17 Charities Fund supports such charitable organizations as Second Harvest Gleaners Food Bank of West Michigan, Inc., Food Bank of South Central Michigan, and Kalamazoo Loaves and Fishes. Pending approval from the MTF Board a grant will be given to each of the three food banks, mentioned above, to be used as general operating support in the year 2006.

<b>On Air Schedule</b>	November 21 <sup>st</sup> - December 24 <sup>th</sup> , 2005 :30, :20, :10 approx. 4x/day
<b>Total # of spots:</b>	141
<b>FOX 17 CareForce</b>	Inclusion in the CareForce Calendar for 4 weeks

## **Very Special Art Auction**

On Friday, October 28th, the 15<sup>th</sup> annual “A Very Special Art Auction” was held at the Amway Grand Plaza Hotel. This year’s auction featured artwork from more than 60 local artists and from area children participating in VSA arts programs.

Proceeds from A Very Special Art Auction benefit VSA arts of Michigan- Grand Rapids, a program of the Junior League of Grand Rapids, and the FOX 17 Charities Fund, a fund of the McCormick Tribune Foundation.

## **On Air Schedule**

October 17<sup>th</sup> –28<sup>th</sup>  
:10 approx. 4x/day

**Total # of spots:** 49

**FOX 17 CareForce** Inclusion in the CareForce Calendar for 2 weeks

## **PROJECT ROADBLOCK**

FOX 17 partnered with TVB and the Ad Council in the “Project Roadblock” campaign. “Project Roadblock” was a national effort to raise awareness about the dangers of drunk driving during the holidays. FOX 17 ran three different public service announcements promoting “Buzzed driving is drunk driving.”

**On Air Schedule**      December 25 –31  
                                     :30 approx. 6x/day

**Total # of Spots**      **39**



## **Extravaganza**

The FOX 17 CareForce and John Ball Zoo teamed up for EXTRAVAGANZA 2005. Throughout the month of October FOX 17 promoted two weekends on air for families to visit the zoo: October 15<sup>th</sup>, 16<sup>th</sup>, 22<sup>nd</sup> & 23<sup>rd</sup>.

EXTRAVAGANZA transformed the John Ball Zoo into a cultural festival that highlighted everything in our world from the people to the wildlife. The FOX 17 CareForce was on site at John Ball Zoo on October 15<sup>th</sup>, passing out premiums to all patrons.

<b>On-Air Schedule:</b>	October 3-23 :30/:10 approx. 6x/day
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Total # Spots:	135
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